

2015 Newport News Fall Festival of Folklife Juried & Marketplace Areas

FOR OFFICE USE ONLY:	APPL FEE ✓ #: _____	APPL POSTMARK: _____	BOOTH FEE ✓ #: _____	BOOTH FEE POSTMARK: _____	# OF SPACES: _____	BOOTH #: _____
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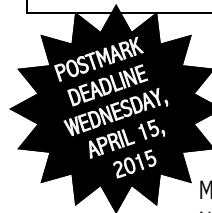
APPLICANT INFORMATION	
CRAFTSPERSON'S NAME:	
BUSINESS NAME (if applicable):	
MAILING ADDRESS:	
DAYTIME PHONE:	
EVENING/OTHER PHONE:	
E-MAIL ADDRESS (for important updates and information):	
IS ANY OF THE ABOVE A CHANGE FROM YOUR LAST APPLICATION?	<input type="checkbox"/> YES <input type="checkbox"/> NO
SOCIAL SECURITY OR FEDERAL TAX (EIN) ID NUMBER (MUST be completed for eligibility):	
PERSON TO NOTIFY IN CASE OF EMERGENCY (include phone number):	
MAY WE GIVE YOUR CONTACT INFORMATION TO INDIVIDUALS &/OR ORGANIZATIONS (only if requested)?	<input type="checkbox"/> YES <input type="checkbox"/> NO

SPECIAL NEEDS	
IF YOU REQUIRE SPECIAL ASSISTANCE OR ACCOMMODATIONS DUE TO A DISABILITY, PLEASE DESCRIBE YOUR NEEDS:	
IF YOU REQUIRE ELECTRICITY IN ORDER TO COMPLETE YOUR CRAFT ON-SITE, PLEASE EXPLAIN (requests for electricity are NOT guaranteed):	

BOOTH INFORMATION					
CRAFT AREA (MUST check ONLY ONE):	<input type="checkbox"/> JURIED <input type="checkbox"/> MARKETPLACE				
CRAFT CLASSIFICATION (MUST check ONLY ONE):	<input type="checkbox"/> FIBER <input type="checkbox"/> CLAY	<input type="checkbox"/> FURNITURE <input type="checkbox"/> WOOD	<input type="checkbox"/> GLASS <input type="checkbox"/> FOLK ART	<input type="checkbox"/> JEWELRY <input type="checkbox"/> METAL	<input type="checkbox"/> BASKETRY <input type="checkbox"/> OTHER (describe):
BOOTH NAME (for nameplate— example, "Mary's Glass"):					
CRAFT DESCRIPTION (for nameplate—example, "Hand-Blown Glass Ornaments"):					

CRAFT DESCRIPTION	
<p>Please describe below in detail your craft and the process by which you design and produce your items. For example, a folk art painter might write: "My craft focuses on the painting of various items following the French style of tole painting to include antiquing I paint on slates, wooden jewelry boxes, and old wooden posts." Please attach an additional sheet of paper if you need more space.</p>	

AGREEMENT	
<p><b>"I have read and understand the rules and regulations of the 42nd Annual Fall Festival of Folklife. I certify that I am the crafter shown in the photographs attached to this application, that I have hand-crafted the item(s) shown in my photos, and that the items I intend to sell at the Festival are all handcrafted and designed by me. I further understand that I may be asked to leave the show without refund if the Fall Festival Staff deems that I have misrepresented myself and/or my work, or if I do not abide by the regulations of the show. I agree to hold the City of Newport News harmless for any loss or damage to my person or property including, but not limited to, loss of fees and revenues due to the last minute cancellation of the show."</b></p>	
SIGNATURE:	DATE:
<p>ARE YOU A FIRST-TIME APPLICANT? <input type="checkbox"/> NO  <input type="checkbox"/> YES; REFERRED BY:</p>	



MAIL TO:  
Newport News Parks, Recreation & Tourism  
Newport News Fall Festival of Folklife  
Fountain Plaza Two  
700 Town Center Drive, Suite 320  
Newport News, VA 23606

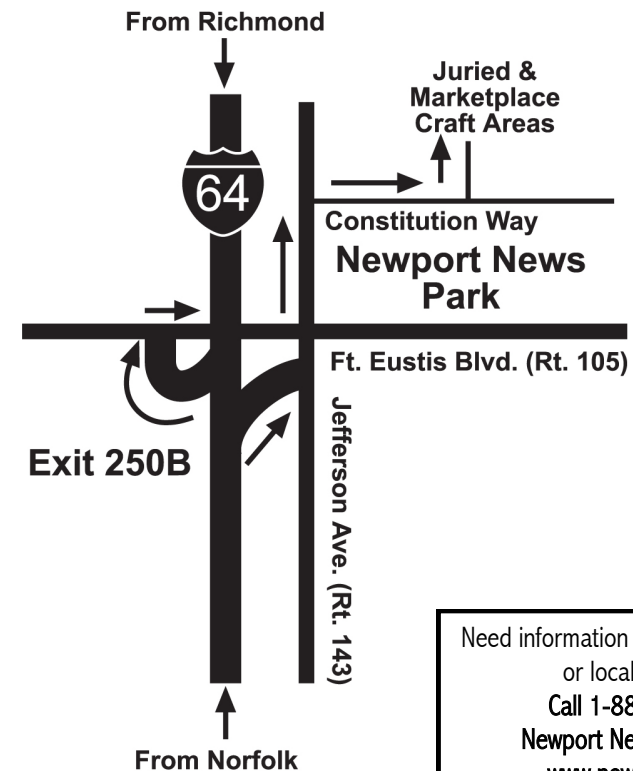
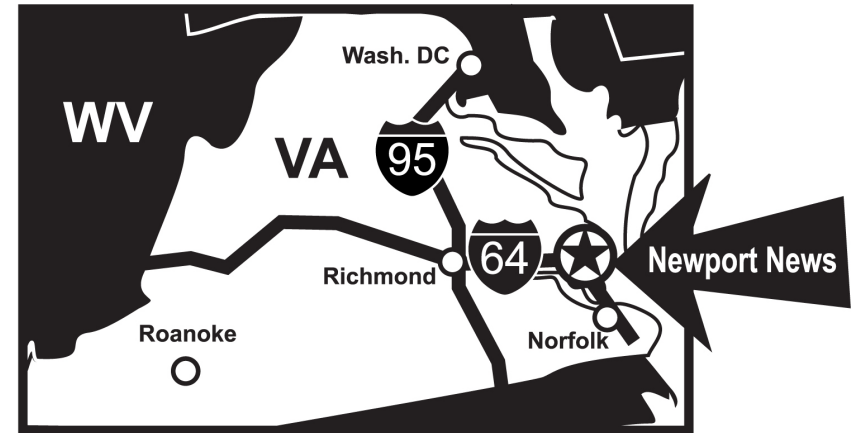
- BEFORE MAILING, HAVE YOU . . .**

- Read the ENTIRE application brochure?
- Enclosed the completed application?
- Enclosed the non-refundable \$10 application fee made payable to the City of Newport News?
- Enclosed a CD with ONLY THREE (3) digital photos?
- Enclosed a business-size, self-addressed, stamped envelope?
- Signed and dated the application form?

## HOW TO APPLY

READ!	Read this entire brochure and application form, even if you've applied in previous years—procedures often change, and failure to carefully follow instructions may affect acceptance.
APPLY	<p>Digital photographs are required by applicants. A total of <b>EXACTLY THREE (3)</b> digital photographs (submitted on a CD) are required with your application. If you submit more or less than <b>EXACTLY THREE (3)</b>, your entire application will be returned to you immediately, and you will still be required to meet the deadline—staff cannot be responsible for choosing which photos to show for jury selection if more than three photos are sent, and less than three would be an unequal comparison to others.</p> <p><b>PHOTO #1</b> should show your current exhibit/display stocked with your work. Artisans who have never shown before should gather their work and take a photograph that best shows the crafter's ability to present a well-stocked, high-quality booth at the Festival.</p> <p><b>PHOTO #2</b> should show the crafter at work on their craft. The photo should depict the crafter in their workspace or studio using the tools/implements needed to complete their craft; e.g., a potter would be shown at their potter's wheel, etc.</p> <p><b>PHOTO #3</b> should be a close-up photo of a finished craft project representative of what the crafter plans to exhibit at the festival, showing the artistry and quality of the piece. Small groupings of items in the photo are allowed if one piece will not adequately represent your work.</p> <p>Digital photos must be submitted on a clearly labeled CD and <b>MUST</b> include the crafter's name. 3mm or other photographs will <b>NOT</b> be accepted, and digital photographs may <b>NOT</b> be sent via e-mail. Poor quality photos may hurt your chances of acceptance into the show, so please pay attention to focusing and lighting. <b>BROCHURES OR ACTUAL WORK WILL NOT BE ACCEPTED AND WILL NOT BE RETURNED.</b> CDs will be returned to those not selected to exhibit with notification. CDs belonging to accepted craftspeople will be used for verification purposes at the show and will be returned at that time.</p> <p>There is a \$10, non-refundable application fee which must accompany the application form. Make checks or money orders payable to the City of Newport News. A self-addressed, stamped envelope of standard business size (#10 or smaller) must also accompany the application. This envelope will be used for notification of acceptance or non-acceptance.</p>
MEET DEADLINE	<b>Postmark deadline for your entry is Wednesday, April 15, 2015.</b> It is the responsibility of the applicant to make sure we receive your application. If you are concerned, send your application certified/return receipt requested to verify delivery.
RECEIVE NOTIFICATION	Notice of acceptance or denial will be mailed by <b>Monday, June 15, 2015.</b> Decisions of the Selection Committee are final. Because of the jurying process, the Newport News Fall Festival does not maintain a waiting list.
MAKE PAYMENT	\$10 non-refundable application fee must accompany application. <u>Upon acceptance</u> , all craftspeople must send a check or money order for their booth space(s), \$150 per space Juried or Marketplace Section, postmarked by Friday, July 10, 2015. Crafters may elect to reserve two spaces for their booth (\$300 for double booth space). <b>Failure to meet this deadline will imply cancellation by the craftspeople—reminders will not be sent.</b> A \$35 fee applies to any check returned by the bank, and acceptance is revoked until booth payment and fee are paid. Credit cards are not accepted at this time. Make checks payable to the City of Newport News.
RECEIVE ASSIGNMENT	<b>Booth assignments and important set-up information will be mailed by Friday, September 4, 2015.</b> If you change your address at any time during the application process, please notify us immediately.
MAKE PLANS	Information on special discounted rates for crafters and their guests at local hotels will be included with your set-up information—make your reservations early!
ASK!	Contact us if you have questions. Please call the Department of Parks, Recreation & Tourism at (757) 926-1400, Monday-Friday, 8:00 a.m.-5:00 p.m., or e-mail <a href="mailto:festivals@nnva.gov">festivals@nnva.gov</a> .

HOW TO  
FIND US . . .



Need information about hotels, camping,  
or local attractions?  
Call 1-888-4WE-R-FUN  
Newport News Visitor Center  
[www.newport-news.org](http://www.newport-news.org)

# THE NEWPORT NEWS FALL FESTIVAL IS . . .

- A celebration of the crafts, folk entertainment, and trades that have been passed down from generation to generation
- Craft and trade demonstrations in the Heritage Area, country-inspired merchandise in the "Country Store," the "Juried Crafts" area where craft artisans compete for prizes, the "Marketplace" with a wide array of handmade crafts, a Food Court with both traditional and unusual festival foods, an old-fashioned Children's Area with hands-on crafts, and multiple stages of entertainment featuring folk music, dancers, and performers to delight all ages
- Held the first full weekend each October on Saturday and Sunday
- Set in a wooded area of the beautiful, 8,000-acre Newport News Park
- Over 250 local, regional, and national crafters
- Over 70,000 visitors each year
- Presented by Newport News Parks, Recreation & Tourism

## CRAFT AREAS & CATEGORIES

JURIED	The Juried Craft area shows the highest level of traditional, handmade crafts made from natural materials and of original design by the artist—these are craft items that are unlikely to ever be mass-produced because of the artistry, skill and techniques involved with producing the one-of-a-kind items. Juried craftspeople compete for cash awards—\$300 First in Category, and from those First in Category winners is chosen the \$700 Best in Show winner. Categories are Glass, Clay, Jewelry, Fiber, Folk Art, Wood, Metal, and Other.
MARKETPLACE	The Marketplace Craft area contains a broad selection of traditional, handmade crafts made by the craftspeople from natural materials and of original design by the artist. Items found in the Marketplace are typically not the one-of-a-kind, intricately crafted pieces found in the Juried Section, but are designed more for mass appeal and function. Marketplace craftspeople do not compete for prizes in individual categories.

## RULES FOR THE JURIED CRAFT AND MARKETPLACE CRAFT AREAS (save this information for future reference):

CRAFT AND CRAFTSPERSON STANDARDS	<p>All work must be traditionally handcrafted by the craftspeople doing the selling, be of their original design, and be constructed with natural materials. Finished work should display the exhibitor's understanding of the elements and principles of good design, showing imagination and the mark of the craft artist's individuality. Simple sewing, beading, cutting, etc., and mere assembly of manufactured products, is typically rejected during the jurying process.</p> <p><b><u>Pre-manufactured components, kits, commercially molded ceramics, synthetic materials, imports, flea market items, and wholesale (buy/sell) merchandise are not acceptable.</u></b> Only individual craft artists may apply—no groups, partnerships (including family members or friends with another type of craft), dealers, or franchises are permitted.</p> <p>Failure of accepted craftspeople to display the type of work shown in application photographs or described in the application may result in dismissal from the Festival without a refund, and may affect future Fall Festival acceptance and participation. Any items of work not listed in the application, not acceptable, and/or not created by the exhibitor must be removed from the show. All articles and displays must be in good taste with no reference to race, ethnic, gender, sexual, or religious prejudice. No obscene items will be allowed.</p> <p>Craftspeople may only show and sell work from the category in which they have been accepted. Each application is limited to one category; do not apply for more than one category (e.g., if you apply under Clay and the Selection Committee accepts you to bring pottery to the Festival, you cannot also bring knitted hats to sell at the festival). If you would like to enter more than one category, you must submit a separate application with appropriate fees for each entry.</p>
SELECTION COMMITTEE	An independent Selection Committee will review the applications and digital photographs for acceptance/non-acceptance. Decisions of the Selection Committee are made during a one-day review and deliberation session, and the Committee will not re-convene once decisions are made—all decisions of the Committee are final. Criteria for admission into the show is based on how the applicant meets the above-stated Craftspeople Standards. The Selection Committee reserves the right to remove any work from the show which does not meet the Standards. A new Selection Committee is formed each year, so acceptance and non-acceptance one year does not mean automatic acceptance/non-acceptance the following year or in the future.
BOOTH SPACES & ELECTRICITY	Each space will be approximately 10'x10' in a wooded area of the park along a paved pathway. Double booths will be approximately 10'x20'. Craftspeople are encouraged to develop frontal-only displays to reduce congestion. A new booth site plan is created each year. Unfortunately, we cannot guarantee requests for specific booth sites. <b>Booth assignments will be mailed by Friday, September 4, 2015.</b> Requests for electricity will only be considered from those who require electricity for the completion of their work on-site and who have made the request on their application. Requests made on-site will not be honored. Only battery-powered generators are permitted.

WEATHER	There is no rain site or rain date. The Festival will remain open unless Festival Staff determines the conditions to be severe. Craftspeople should come prepared with suitable materials to protect their work. Failure to man your booth and remain open during all festival hours may result in automatic rejection for future festivals.
SET-UP TIMES & PROCEDURES	Show dates are October 3 & 4, 10:00 a.m. to 5:00 p.m. daily. Set-up dates are October 2 from 12:00 noon to 5:00 p.m. and October 3 from 6:30 a.m. to 8:30 a.m. Crafters must provide all of their own set-up and display equipment. Cars may not remain in the exhibit area. Each crafter will receive one parking pass per booth space for a designated parking area. Additional passes may be purchased during set-up (\$10.00 each, good for both days). Pets and bicycles are not permitted in the Festival area. For safety reasons, some vehicles may be denied access to pathways (large motor homes, unmaneuverable trailers, vehicles with excessive weight, etc.).
TAXES	Each craftspeople is responsible for applicable tax. Contact the Department of Taxation at (757) 594-7489 if you have any questions.
JUDGING	Judging will begin at 10:00 a.m. on Saturday, October 3. A bright marker will be left at your booth once the judge has visited, and the announcement of winners will be made on Saturday as soon as the final decisions are made, usually by 3:00 p.m. Ribbons for the winners will be awarded on-site once the judge's decisions are made.
MANNING OF BOOTH SPACE	All craftspeople must be prepared with sufficient inventory to display for the duration of the show and must preside over their exhibits. Staff will not tent sit for any reason due to liability. It is strongly recommended that you bring a friend or family member to assist you with set-up, breakdown, and to man your booth during breaks and re-stocking.
NO REFUND POLICY	An application is a commitment to show when accepted by the Selection Committee. No refunds will be made for cancellation by the crafter after notification of acceptance or for removal from the Festival. In addition, no refunds will be given if Festival Staff determines it is necessary to cancel the Festival for any reason.
RIGHTS	Newport News Parks, Recreation & Tourism reserves the following rights: 1. To review all displays throughout the show to ensure that all rules are being followed; 2. To not be responsible for any loss, theft, or damage; 3. To refuse any work considered unsuitable or inappropriate; 4. To change space assignments if deemed necessary; 5. To change an applicant's category/section according to show standards; 6. To limit the size/type of vehicles allowed access to paved pathways and where conditions are not suitable for vehicles; and, 7. To dismiss craftspeople from the 2015 event and exclude them from future festivals for failure to comply with Festival rules and regulations.

<sup>42nd Annual</sup>  
**Newport News**  
**Fall Festival**  
*of Folklife*



**Juried & Marketplace**  
**APPLICATION**



**Show Dates: October 3 & 4, 2015**  
**Application Due: April 15, 2015**

*Newport News, Virginia*

Newport News Parks, Recreation & Tourism  
Fountain Plaza Two  
700 Town Center Drive, Suite 320  
Newport News, VA 23606

1000-350-37-3710-552010

